# The Role of Social Media in Promoting Tourism in Bangli Regency

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## ABSTRACT

This study aimed to find out the role of social media in promoting tourism attraction in Bangli regency, specifically. Social media has been a part of human daily life nowadays. It includes all the need of human to have including the need of travelling in many tourism objects and social media can provide all the information if someone wants to go travelling immediately. The study used literature study to collect the data from many sources especially in online form. This study found out that the role of social media has 3 roles. Firstly, the role of information dissemination and accessibility. Secondly, the role of engagement and interaction among users. Lastly, the role of trendsetting and virality. The study implied that the use of social media must be maximized to get better interaction between the tourism objects and the tourist and it is also expected that the role of social media can be one of the solutions to promote all the attraction.

Keywords: Social Media, Tourism Object, Bangli

## INTRODUCTION

In the contemporary digital landscape, social media has emerged as a transformative force with far-reaching implications for various sectors, and none more so than the global tourism industry. The pervasive influence of social media platforms has altered the way individuals seek, experience, and share their travel adventures (Serafinelli, 2017). As an intricate web of interconnectedness, social media has revolutionized the dissemination of information, reshaped communication patterns, and empowered travellers and businesses alike. This research journal delves into the multifaceted and dynamic relationship between social media and the promotion of tourism.

Tourism, an industry of paramount economic significance and cultural exchange, thrives on inspiring wanderlust and fostering cross-cultural connections (Hudson & Hudson, 2017). While traditional marketing methods continue to play a role, the digital age has given rise to a new paradigm that empowers travellers to be both consumers and creators of tourism content. Kilipiri, et al (2023) stated that social media platforms such as Facebook, Instagram, Twitter, TikTok, and YouTube have become virtual hubs where tourists not only document their experiences but also exert

considerable influence by shaping perceptions, trends, and choices of potential travelers.

Zeng and Gerritsen (2014) implied that the symbiotic relationship between social media and tourism is evident in several key aspects. Firstly, the ease of access to information about destinations, accommodations, local attractions, and cultural experiences has been revolutionized by social media. Travelers now have unprecedented access to user-generated content, reviews, and recommendations, enabling them to make well-informed decisions about their trips. Conversely, tourism operators and businesses have gained direct avenues to engage with potential customers, showcase their offerings, and receive instant feedback.

Secondly, the visual nature of social media has redefined how destinations are marketed. The adage "a picture is worth a thousand words" has taken on new meaning as captivating visuals and videos shared by travelers offer immersive previews of destinations, sparking intrigue and inspiration among potential tourists. Destination marketing organizations and businesses harness the power of these visuals to craft compelling narratives that resonate with their target audiences (Adeola, Hinson, Evans, 2020).

Moreover, the collaborative and participatory nature of social media has blurred the lines between tourists and content creators. Ordinary travellers now wield the potential to become influential digital storytellers, capable of shaping the perception of a destination through their unique perspectives. The phenomenon of "Instagrammable" locations and experiences highlights how social media drives the creation of photogenic settings that invite user-generated content, thus amplifying the appeal of a destination.

This research aimed to find out the role of social media to promote tourism sector in Bangli. Bangli was chosen due to the raise of visitors in some tourism sector in this regency, for example Kintamani. This has tight relation with the use of social media to promote the "instagramable" places to all the users of social media and it increases the visit of tourist, domestic or international.

## METHODS

This writing is composed using a library research method. This library research is conducted by gathering various relevant reading references related to the researched issue (Zed, 2004). Subsequently, a careful and thorough analysis is performed to obtain

research findings. The author conducted an in-depth literature study to support this research. In the preparation of this paper, the method employed is the library research method, involving the collection of all relevant reading materials concerning the discussed issue. These materials are then meticulously and attentively understood, resulting in research findings. As a supportive aspect of this research, the author engaged in an in-depth literature review, utilizing a descriptive writing approach (Zed, 2014).

## FINDINGS AND DISCUSSION

The role of social media in promoting tourism is multifaceted and significant, shaping the way individuals explore, plan, experience, and share their travel journeys. Social media platforms have transformed into powerful tools that influence and guide travelers, impact destination marketing strategies, and reshape the entire tourism landscape (Ningrum & Salim, (2021); Faizal & Rosmadi, (2018); Marta & Havifi, (2020); Warmayana, (2018); Oktaviani & Fatchiya, (2019)).

1. Information Dissemination and Accessibility: Social media platforms provide travelers with immediate access to an extensive array of information about destinations, accommodations, activities, and local experiences. User-generated content, reviews, and recommendations enable potential tourists to make informed decisions, thereby reducing uncertainties associated with travel. These platforms facilitate real-time communication between tourists and tourism providers, enhancing engagement and customer service. The advent of social media has ushered in a new era of information dissemination and accessibility within the realm of tourism. Previously, travelers heavily relied on guidebooks, travel agencies, and word-of-mouth recommendations to gather information about destinations and plan their trips. Today, social media platforms have revolutionized this process by democratizing access to information and empowering travelers to make more informed decisions. Here's a closer look at how information dissemination and accessibility have been transformed:

    - Real-Time Updates: Social media platforms provide real-time updates about destinations, events, promotions, and travel-related news. This immediacy allows travelers to stay up-to-date with the latest

developments, enabling them to plan their trips around special events, festivals, or other time-sensitive opportunities.

- Reviews and Recommendations: Social media platforms facilitate the sharing of reviews and recommendations from both fellow travelers and locals. This crowdsourced information helps tourists make decisions based on the experiences of others, contributing to a more informed and well-rounded travel experience.

- Virtual Tours and Previews: Platforms like Instagram and YouTube allow users to share visual content that offers virtual tours of destinations, accommodations, and attractions. Travelers can explore places they may have never considered before, fostering a sense of discovery and adventure.



Picture 1. How Information and Accessibility given by @infobangli in virtual tour and previews

Source:

https://www.instagram.com/reel/CvPCz5MhZKF/?igshid=MzRlODBiNWFlZA==

2. Engagement and Interaction: social media enables direct interaction between tourists and businesses, allowing travelers to engage with brands, ask questions, voice concerns, and provide feedback. This real-time engagement

enhances customer experience, personalizing the interaction and building lasting connections. Moreover, businesses can tailor their offerings based on customer feedback, improving overall satisfaction. One of the most transformative aspects of social media's role in promoting tourism is its ability to facilitate engagement and interaction between travelers, destinations, and tourism businesses. This dynamic interaction has revolutionized the way travelers plan, experience, and share their journeys, while also providing valuable insights and opportunities for businesses to connect with their target audiences. Here's a deeper exploration of the role of engagement and interaction in the context of tourism and social media:

- Personalized Recommendations: Through engagement with users' posts, businesses can tailor recommendations based on individual preferences and interests. This customization enhances the travel experience by suggesting activities and experiences aligned with the traveler's preferences.

- Promotions and Contests: Social media platforms are commonly used to run promotions, giveaways, and contests, encouraging user engagement and interaction. These activities incentivize travelers to actively participate and spread the word about a destination or business.

- Building Brand Loyalty: Engaging with travelers on social media cultivates brand loyalty. Positive interactions and memorable experiences can lead to repeat visits and recommendations to others.

- Data Collection and Insights: The interactions and engagement on social media provide valuable data and insights about travelers' preferences, behavior, and trends. Businesses can analyze this data to refine marketing strategies and tailor offerings.

- Fostering Community: Social media platforms allow travelers to connect with others who share similar interests and passions. Travel-related groups, forums, and communities provide a space for exchanging tips, advice, and stories, fostering a sense of belonging among travelers.

Picture 2. How Engagement and Interaction given by @bangliterkini in Promotions

and Contests

Source:

https://www.instagram.com/p/CvgObiuv8jG/?igshid=MzRlODBiNWFlZA==

3. Trendsetting and Virality: social media has the power to turn destinations, activities, and experiences into trends overnight. Viral challenges, hashtags, and content trends can propel a location into the limelight, generating a surge in interest and visitors. However, this virality can also lead to challenges related to over tourism and sustainability. Social media platforms have the remarkable ability to shape trends and drive content virality, significantly impacting the tourism industry. The rapid dissemination of information, coupled with the power of social influence, has transformed how destinations, experiences, and travel trends gain popularity. Here's an in-depth look at how trendsetting and virality play a pivotal role in the promotion of tourism through social media:

- Creating FOMO (Fear of Missing Out): Social media platforms thrive on the concept of FOMO, where users are motivated to engage with trending content to avoid feeling left out. Travel experiences that gain

virality capitalize on this psychological phenomenon, prompting people to participate in trending activities and visit trending destinations.

- Localized Virality: Social media enables localized virality, where a specific attraction, event, or local tradition gains immense popularity among a targeted audience. This can lead to increased visitation to a particular region or community.

- Influencer Impact: Influencers with a large and engaged following can initiate and amplify travel trends. When influencers showcase a particular destination or experience, their followers often express interest in replicating the same journey, leading to increased footfall.

- Destinations as Backdrops: social media has popularized certain destinations as ideal backdrops for photos and videos. Instagrammable locations or aesthetically pleasing landscapes gain recognition and draw tourists eager to capture their own moments in the same settings.
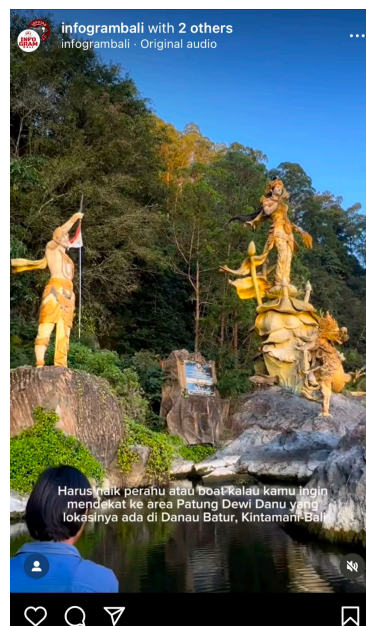


Picture 3. How Engagement and Interaction given by @seputarbangli in Localized

Virality

Source:

https://www.instagram.com/reel/CwHnqAIh1T2/?igshid=MzRlODBiNWFlZA==

## CONCLUSION

In the ever-evolving landscape of global tourism, social media has emerged as a formidable force, reshaping how individuals experience, perceive, and engage with travel. The multifaceted role of social media in promoting tourism has revolutionized the industry, transforming it into a dynamic, interactive, and interconnected ecosystem. As we reflect on the intricate interplay between these two domains, several key takeaways emerge:

Social media's role in promoting tourism transcends mere marketing; it's about fostering genuine connections. The platforms provide an avenue for travelers to engage directly with destinations, businesses, and fellow travelers, creating a sense of community and camaraderie. The engagement isn't just transactional; it's about building relationships, trust, and loyalty that extend beyond a single trip. The visual allure of social media cannot be overstated. The captivating visuals shared by travelers influence perceptions and inspire wanderlust, compelling individuals to explore new horizons. This visual storytelling transforms destinations into more than just locations on a map; they become vivid narratives waiting to be experienced. Social media's impact reaches far beyond the digital realm. Viral trends and challenges can turn local experiences into global phenomena, propelling destinations into the limelight. However, this exposure comes with responsibilities – ensuring the sustainability, authenticity, and inclusivity of the experiences being show-cased.

While social media provides a remarkable platform for promoting tourism, it also brings forth challenges that demand careful consideration. Striking a balance between leveraging viral trends and maintaining destination integrity requires thoughtful management. Moreover, addressing ethical concerns such as authenticity, privacy, and responsible content creation is essential to ensure a positive and meaningful impact. The journey of promoting tourism through social media is a continuous one. The digital landscape evolves rapidly, introducing new platforms, trends, and technologies. Both travelers and industry professionals must remain agile and adaptable, embracing innovation while upholding values of sustainability, cultural sensitivity, and authenticity.

In conclusion, the role of social media in promoting tourism in Bangli Regency has many roles, namely: information dissemination and accessibility including real-time updates, reviews, recommendation, and virtual tours. Engagement and interaction

can also be the role of social media in promoting tourism in Bangli regency, including, personalized recommendation, promotions and contests, building brand loyalty, data collection and insight, and fostering community. Lastly, the role of social media in promoting tourism in Bangli is trendsetting and virality including creating FOMO, localized virality, influencer impact, and destinations as backdrops.

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